



Corporate & Foundation Relations

Office of the Vice President for Research

Whitney Riley

Executive Director, Corporate Relations

- Joined IU in Nov. 2016
- 11+ years experience
 - 5 years with Miami University
 - 6 years with Boy Scouts of America
- B.A. in music and philosophy, Virginia Commonwealth University



Jen Lawrence

Executive Director, Foundation Relations

- Joined IU in February 2015
- 13+ years experience
 - 9 years at Northwestern University in development, split between marketing and communication and foundation relations
 - 2 years at Rose-Hulman Institute of Technology
- Education background Education background includes Communication Studies (ABD, University of Iowa) and Creative Writing (MFA, Northwestern University)



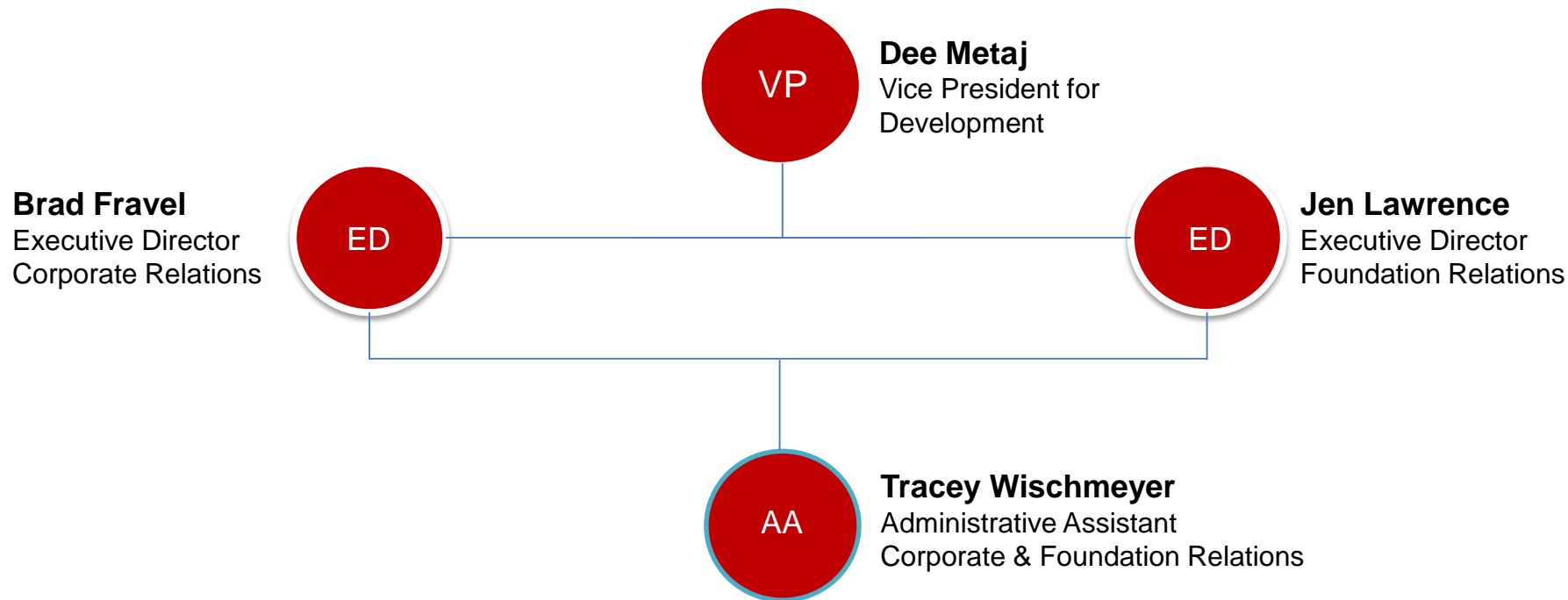
Snapshot of Indiana University

- 9 campuses across IN
 - 2 core campuses – Bloomington (IUB) and Indianapolis (IUPUI)
- 320+ bachelor's and 260+ master's programs... *just* at IUB
- 19,000+ faculty, staff, and other employees
- 114,000+ students
- \$614M in external funding for research and related activities in FY2016



Corporate Relations & Foundation Relations

2015 ORGANIZATION CHART



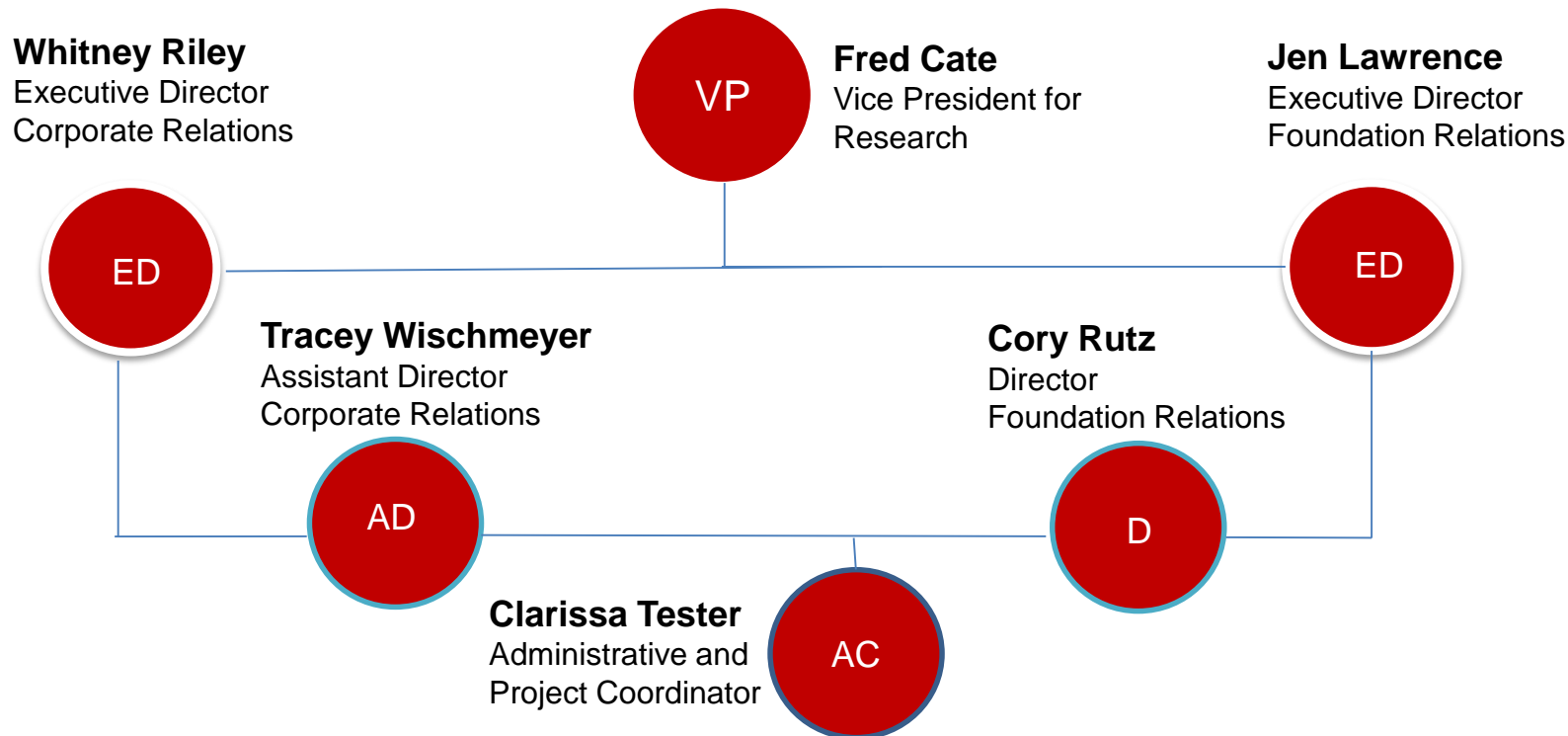
IU's CFR Efforts Prior to 2016

- Focused on local foundations and corporations
- Served as “gatekeeper” to manage access within large decentralized organization
 - Development officers in the schools and units submitted concepts
 - CFR managed relationships with select group of foundations and corporations
- Supported and augmented efforts of development officers who lacked experience in CFR
- Single point of contact with local foundations and corporations
- Limited interaction with research office



Corporate Relations & Foundation Relations

2017 ORGANIZATION CHART



IU's CFR Efforts Today

- Focused on national foundations and corporations while maintaining strong local connections
- Work directly with faculty, academic leaders, and research development to best position IU
 - Faculty research awards, large interdisciplinary projects, university priorities
 - Goal is to create and enhance institutional relationships
- Collaborate with school-based development officers as appropriate
- “Growing the pie” instead of managing access to slices
- Full integration with research office



What does corporate relations do?

Through more integrated and efficient engagement of corporations and corporate foundations, elevate IU's industry-academia partnerships with emphasis on collaboration in and support of research

1. Facilitator and matchmaker for faculty and corporations
 - a) Research collaboration, philanthropy, equipment donations, tech transfer, advisory boards
2. Consultant and strategist
3. Engage IU leadership in cultivation, solicitation, and stewardship activities
4. Coordinate engagement and campus visits across multiple units



Specific Examples

1. Supported IU faculty at national conferences
2. Vetted “leads” regarding Grand Challenge projects
3. Hosted campus visit from CTO and Director of R&D with international manufacturing firm
4. Supported VP for Research visit with Fortune 500 firm, related research laboratories, and subsequent follow up



What does foundation relations do?

1. Develop and enhance IU's relationships with private foundations, with emphasis on positioning IU faculty, and IU as an institution, to compete for future grant opportunities.
2. Facilitator and matchmaker
 - Investigator programs, research activities, research/project collaboration, service and community engagement
3. Consultant, advisor, and strategist for development officers and faculty considering foundation approaches
4. Distribute information on funding opportunities; develop and support resources
5. Provide research, additional analysis, and assistance with private foundations



Specific Examples

1. Coordinated institutional support (IUF, ORA, VPR, OVPR-PDS) for IU 100&Change submission
 - PI Joe Shaw, *Mapping the Chemosphere*, scored in the top 5% of 1,904 proposals submitted
2. Worked with all campuses on HHMI Inclusive Excellence program
 - Led a collaborative effort across all regional campuses that did not make it past the LOI stage
 - Advised and collaborated with faculty on Bloomington and Indianapolis campuses, resulting in invitations to both campuses to submit proposals; these were submitted in October 2017
3. Assisted with various ongoing approaches to local foundations
 - Expanding access beyond “the usual suspects”
 - Making connections among colleagues on all campuses and with local partners to improve proposals
4. Made new resources available to faculty to identify foundation funding
 - Developed website of RFP opportunities (cfr.iu.edu/rfp); update every two weeks
 - Worked with OVPR to identify and secure Foundation Directory Online enterprise access
5. Organized and advised on national foundation visits for VP Fred Cate re: Grand Challenges and other research
 - San Francisco – Moore Foundation; Hewlett Foundation; Science Philanthropy Alliance
 - Chicago – MacArthur Foundation; Joyce Foundation; Energy Foundation; Kinship Foundation



Key Take Aways

- Stronger connections with faculty
- Heightened visibility on campus (literally and figuratively)
- Increased latitude to explore partnerships
- Access to university leadership
 - Top-level support for collaboration
- Expansion of CFR team



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INDIANA UNIVERSITY

FULFILLING *the* PROMISE